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CONTACT: Edward Tomasi
ESS Agency
(212) 845-9127
edward@essagency.com



2012 WORLD CYBER GAMES US FINALS TO BE HELD AT NEW YORK COMIC CON

NEW YORK, NY – September 25, 2012 – World Cyber Games Inc. (WCG) officially announced today that this year’s WCG USA National Finals will be held at New York Comic Con at the Javits Center from October 11-14, 2012. The top professional and competitive gamers that qualified online through the 2012 WCG USA online qualifiers (<http://us.wcg.com>) will compete live on-stage during the show to determine which 14 players will represent Team USA at the WCG Global Finals to be held in Kunshan, China from November 29 to December 2, 2012. Gamers will be competing in StarCraft® II: Wings of Liberty™, FIFA 12, Cross Fire®, and World of Tanks.

New York Comic Con (<http://newyorkcomiccon.com>) attracted over 105,000 attendees in 2011, easily making it the second largest comic book and pop culture gathering in the United States and the largest on the East Coast. This made selecting the New York Comic Con as the obvious choice to be the event host of the 2012 WCG USA National Finals. The New York Comic Con attracts attendees from around the globe and nearly every state in the nation to celebrate the latest and greatest in the world of popular culture, comic books, video games, and technology.

“New York Comic Con has become a mecca for today’s most influential entertainment fans,” said Han Park, President of ESS Agency, the official WCG USA strategic partner. “This audience is made up of technology trendsetters and opinion leaders with a strong passion for entertainment and all things interactive, which makes the New York Comic Con the perfect setting for this year’s WCG USA event. The USA National Finals will be at the forefront of gaming presence and showcase our sponsor, Samsung Electronics America, Inc., and its Series 7 Gamer notebook that will be used for the competitions.”

In addition to finals competitions, which will be streamed live for viewers at home, the WCG USA (Booth #1839) will hold daily gaming contests, giveaways, and free-to-play gaming areas featuring the latest Samsung products for show attendees. A second live stream presented by Samsung will also be made available to those following the competitions at home that will cover exciting announcements and show activities, gamer interviews, and special guests.

“This is a fabulous addition to New York Comic Con and it underscores the range of activity that takes place at our show,” notes Lance Fensterman, Show Manager for NYCC and Group Vice President for ReedPOP. “Our goal is to provide products, information and entertainment for fans in every corner of the pop culture universe. WCG is the most renowned eSports tournament in the world and having the

WCG National Finals at our show is a great attraction. This illustrates the importance of gaming in the pop culture world and I am very grateful to WCG for making this happen.”

Tickets for New York Comic Con 2012 are currently available for purchase at www.NewYorkComicCon.com. Other information about the show, as well as news about ReedPOP, which organizes a range of pop culture events, is available at facebook.com/NewYorkComicCon and twitter.com/NY_Comic_Con.

About World Cyber Games Inc.

Founded in 2000, [World Cyber Games](http://www.wcg.com) Inc. (WCG) is the organizer of the longest running global eSports tournament and festival in existence. Credited with launching the professional careers of many of the planet's top video game competitors, WCG uses a yearlong tournament format, which begins with online, national and regional competitions around the world. Top national competitors then convene to compete in the ultimate global eSports tournament, the World Cyber Games Grand Final, where they compete for prizes, and most of all, prestige. WCG2012 Grand Final will be held in Kunshan, China. For more information visit www.wcg.com

About ESS Agency

ESS Agency (formerly E-Sports Services) was founded in 2006 and has become a top event services and technology agency focused on connecting brands with their audience through video game entertainment. ESS Agency delivers branded and technology solutions for experiential marketing agencies and clients that exceed goals and deliver results. Additionally, ESS Agency has developed a suite of proprietary audience capture technologies that are deployed worldwide by major consumer brands and companies. ESS Agency has been the official USA strategic partner for the World Cyber Games since 2011. For more information visit <http://www.essagency.com>

About ReedPOP:

ReedPOP is a boutique group within Reed Exhibitions which is exclusively devoted to organizing events, launching and acquiring new shows, and partnering with premium brands in the pop culture arena. ReedPOP is dedicated to producing celebrations of popular culture throughout the world that transcend ordinary events by providing unique access and dynamic personal experiences for consumers and fans. The ReedPOP portfolio includes: New York Comic Con (NYCC), Chicago Comic & Entertainment Expo (C2E2), Penny Arcade Expo (PAX) East & West, Star Wars Celebration, Fantasy Football Fest and the UFC Fan Expo. The staff at ReedPOP is a fan based group of professionals producing shows for other fans, thus making them uniquely qualified to service those with whom they share a common passion. ReedPOP is focused on bringing its expertise and knowledge to world communities in North America, South America, Asia and Europe. For more information visit <http://www.reedpop.com>